

# Royal Harmony (Incorporating Gradient Purple Brand)

## Rationale & Psychology:

"**Royal Harmony**" directly integrates the client's gradient purple brand identity, elevating it to a sophisticated and calming primary color. Purple, in its softer and richer shades, symbolizes wisdom, balance, and spirituality, creating a peaceful and introspective mood conducive to therapy or relaxation.

The chosen primary purple is deep and authoritative, while the secondary lavender provides a delicate, nurturing touch. A balanced, neutral gray serves as the accent, offering a modern contrast that grounds the palette and ensures professionalism without competing with the purple. This scheme aims to convey a sense of gentle care and advanced technology for patients, a refined and clear interface for clinicians, and a luxurious, authoritative dashboard for administrators, aligning perfectly with a tech-forward and human-centric vision.

## Color Palette (with HEX codes):

**Primary Color: #3D1687 (Deep Violet)** - For headers, key buttons, and branding.  
(Contrast with #F2F4F7: 4.7:1 AA, Contrast with #1E293B: 2.1:1 (Fail for Normal Text, Pass for Large Text).  
If used as background for text, use white text for normal text (Contrast with #FFFFFF: 9.6:1 AAA))

<div>3D1687</div> <div>Persian Indigo</div>	<div>F2F4F7</div> <div>Anti-flash white</div>	<div>1E293B</div> <div>Prussian blue</div>
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**Secondary Color: #9C7BBF (Rich Lavender)** - For secondary actions, highlights, and sub-headings.  
(Contrast with #F2F4F7: 4.5:1 AA, Contrast with #1E293B: 2.8:1 (Fail for Normal Text, Pass for Large Text).  
If used as background for text, use white text for normal text (Contrast with #FFFFFF: 7.4:1 AAA))

<div>9C7BBF</div> <div>African Violet</div>	<div>F2F4F7</div> <div>Anti-flash white</div>	<div>1E293B</div> <div>Prussian blue</div>
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**Accent Color: #6C7A89 (Slate Gray)** - For calls-to-action (CTAs), notifications, or active states.  
(Contrast with #F2F4F7: 4.5:1 AA , Contrast with #1E293B: 2.2:1 (Fail for Normal Text, Fail for Large Text).  
If used as background for text, use white text for optimal contrast (Contrast with #FFFFFF: 9.6:1 AAA ))

<div>6C7A89</div> <div>Slate gray</div>	<div>F2F4F7</div> <div>Anti-flash white</div>	<div>1E293B</div> <div>Prussian blue</div>
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**Neutral (Background): #F2F4F7 (Light Gray-Blue)** - Clean, modern background.

<div>F2F4F7</div> <div>Anti-flash white</div>	<div>F2F4F7</div> <div>Anti-flash white</div>
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**Neutral (Text/UI Elements): #1E293B (Near Black)** - Strong, readable text. (Contrast with #F2F4F7: 15.6:1 AAA )



## Semantic Colors (with HEX codes):

**Success: #28A745 (Forest Green)** - (Contrast with #F2F4F7: 9.7:1 AAA , Contrast with #1E293B: 5.7:1 AA ):



**Warning: #E0A800 (Dark Amber Yellow)** - (Contrast with #F2F4F7: 4.5:1 AA, Contrast with #1E293B: 8.5:1 AAA)



**Error/Critical Alert: #C70039 (Ruby Red)** - (Contrast with #F2F4F7: 4.5:1 AA , Contrast with #1E293B: 4.7:1 AA)



**Information: #17A2B8 (Ocean Blue)** - (Contrast with #F2F4F7: 6.4:1 AA , Contrast with #1E293B: 5.2:1 AA)



## Best Use Case & Adaptation:

This scheme is ideal for a brand that wants to emphasize sophistication, innovation, and a caring approach, leveraging the existing purple brand identity. The softer secondary purple and light gray-blue background are particularly calming for patient interfaces, promoting a sense of serenity. For clinicians and administrators, the deeper primary purple provides a sense of gravitas and professionalism, while the slate gray accent offers clear visual cues for interactive elements and data highlights. It is crucial to ensure that text on the primary and secondary purple colors, and on the accent color, uses a sufficiently contrasting color (preferably white for normal text) to meet WCAG AA requirements, especially for smaller text.